

## Importance of health education and active attitude of the academic league about breast cancer at Paulista avenue in São Paulo

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**Introduction:** Breast cancer is a malignant neoplasm, with infiltrating ductal carcinoma being the most common histological type, comprising 80% to 90% of total number of cases. It is the most common type of cancer in women, excluding non-melanoma skin, accounting for 25% of the world's cases. In Brazil, on 2016, 57.960 new cases were estimated, representing an incidence rate of 56.2 cases/100.000 women. The incidence tends to grow progressively from the age of 50, in the range of 60 years there is a incidence 20 times greater. In many cases, mastectomy is necessary, and many women are unable to perform a mastectomy with reconstruction by SUS, which greatly affects their self-esteem. Pink October is an awareness campaign whose main objective is to alert women to the importance of prevention and early diagnosis of breast cancer. In this context, the Brazilian Society of Plastic Surgery (SBCP) and the Brazilian Association of Plastic Surgery Leagues (ABLCP) carried out a campaign of breast reconstruction in 2016 in different cities.

**Objective:** Show the importance of the participation of an academic league, together with SBCP, to raise public awareness about the importance of prevention, treatment and early diagnosis of breast cancer, as well as to inform about surgeries performed by SBCP during this campaign.

**Description and Analysis:** The breast reconstruction campaign was carried out to raise awareness of population about breast cancer, informing about different characteristics, signs, symptoms, surgical procedures and the SBCP's voluntary action for breast reconstruction in participating hospitals throughout the country. Through analysis of scientific articles, data from SBCP and INCA, the training of the members was made. The directors of different plastic surgery leagues from all over the country organized to carry out the national teamwork with the SBCP during the Pink October with the City hall's permissions. The materials provided by ABLCP, like campaign logo, were used with own material produced by the league, which counted on three other banners with texts and images to aid explanations by the students, self-explanatory pamphlets in appropriate language with main characteristics, signs and symptoms of breast cancer and Pink October's ties to draw attention. The campaign was aimed to reach women in general, between eighteen and eighty years old, those who had cancer and were unable to reconstruct at first, and those who had not yet diagnosed any breast cancer, at risk or not. In this, we found that a large proportion of women between the ages of 40 and 60 had little interest in knowing about the subject, avoiding contact, as much as women in their 60s had extensive knowledge about the subject, adding information for us. We concluded that about 500 women was reached, in all, the campaign reached thousands of people all over Brazil with different leagues' support, in addition, with the SBCP's support, more than 1000 breast reconstruction surgeries was made. The students obtained great knowledge about the pathology, although a great difficulty was attract the attention of women who were close to the age group of greater risk.

**Keywords:** Medical education; Students, medical; Academic league; Breast cancer.